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The Simple solution to Complex therapies

biocare provider

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Clinical case

Mario

- Manager, 55 years old
  - Chron disease
  - Hypertension
  - Stress and insomnia
  - Low back pain
- 5 different drugs every day
- + painkillers as needed
- 1 very expensive

Mario does <u>not take medications</u> properly and (or because) he is <u>not satisfied</u> with them

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The problem

MEDICATION NON-ADHERENCE

50% of patients

- Misuse
- Abuse
- Early discontinuation

World Health Organization, 2003

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The problem

Risks for health

194.500

deaths/year (EU)

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The problem

Risks for health

194.500

deaths/year (EU)

Healthcare costs for avoidable medical intervention

€ 125 B/year (EU)

Standing Committee of European Doctors, 2013

HealthPrize and Capgemini Consulting, 2013

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The solution

drDrin

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The solution

drDrin

- Designed for complex therapies
- It involves patient, doctor, pharmacist and caregiver
- User-friendly and safe

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The solution

drDrin

- Designed for complex therapies
- It involves patient, doctor, pharmacist and caregiver
- User-friendly and safe
- **Useful in the clinical practice and in the clinical research**

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The solution

Remember

- When, how, why
- Easy mgmt of complex therapies
- When drugs are running out

Share

- Adherence difficulties
- Side effect concerns
- Health outcomes

Take care

- Effective follow up
- Improved decision-making
- Clinical research

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BioCare's Team

Antonio Mancina PhD
Computer Engineer
SW/iOS developer

President

Mobile App

Raffaello Brondi
PhD student
Degree in Computer Science
Android/Web developer

CTO

Filippo Bannò
Computer Engineer
Android/Web developer

Advisor

Francesca Sernissi PhD
Pharmaceutical Chemist
Clinical Researcher

CEO

Clinical

Daniele Sartiano
Degree in Computer Science
Web developer

CTO

Christian Castelli
Degree in Computer Science
Web developer

Advisor

Web

eHealth

Mauro Marinoni PhD
Computer Engineer
Embedded systems developer Advisor

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Roadmap

B2B

+ clinical trials
+ integration with e-prescription/ EHR

B2C

+ doctor
+ pharmacist

B2C
Framework
patient/caregiver

R&D

Private Beta Testing

Public Beta Testing

Pilot project in Pisa Hospital

Sales

2012-2013

Q1 2014

Q2 2014

Q1 2015

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TRY IT for free!
www.drdrin.it

2012-2013 | Q1 2014 | Q2 2014 | Q1 2015

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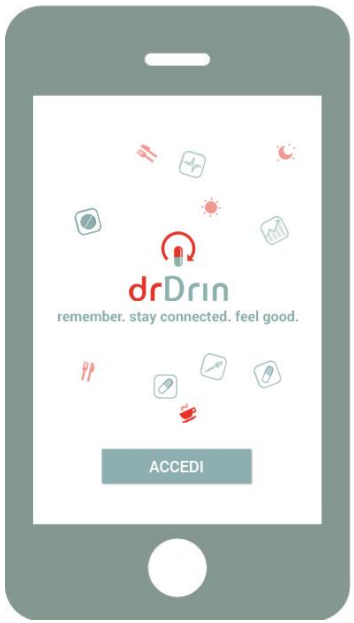
DELL'UNIVERSITÀ DI PISA

SPIN Off
Impresa Spin-Off della Scuola Sant'Anna

drDrin



Remember.
Share.
Take care.

biocare provider

Contacts

Dr. Daniele **Sartiano**
daniele.sartiano@biocareprovider.com
+39 328 577 3647

Dr. Francesca **Sernissi**
francesca.sernissi@biocareprovider.com
+39 338 701 9811

www.biocareprovider.com
www.drdrin.it

Registered Office Via Grande, 225 - Livorno

Operating office Via E. Buozzi, 5/E – Calci (PI)